

AMENDMENTS TO THE CLAIMS

*Amended*  
1. (Currently Amended): A method broadcasting multimedia information over a data computer network comprising the steps of;

detecting at least one system user logged into connected a broadcast server over the data network, wherein the broadcast server configured to broadcast over the data network the multimedia information to the at least one system user connected thereto to receive a the multimedia information;

*a1* identifying the at least one system user connected to the broadcast server and accessing at least one database to employing identification information associated with the at least one system user to retrieve demographic information stored in first memory for the at least one system user;

broadcasting the multimedia information from the broadcast server over the data network to the at least one system user;

detecting a commercial break during broadcasting of the multimedia information;

based on the demographic information retrieved for the at least one system user, identifying an appropriate commercial;

using the retrieved demographic to identify at least one commercial stored in the memory associated with the demographics for the at least one system user;

retrieving the at least one commercial from memory and transmitting broadcasting the appropriate retrieved commercial to the at least one system user during the commercial break.

2. (Currently Amended): The method of claim 1 further comprising the step of:  
detecting a plurality of system users logged into the network server over the data network;

identifying each of the plurality of system users connected to the broadcast server and  
accessing the at least one database to to retrieve demographic information stored in first memory  
for each of the plurality of system users

broadcasting the multimedia information from the broadcast server over the data network  
to the plurality of system users;

detecting a commercial break during broadcasting of the multimedia information;

retrieving from memory plurality of commercials, each of which is associated with the  
demographic information of one of the plurality system users;

during the commercial break, simultaneously broadcasting the plurality of commercials,  
wherein each of the commercials in the plurality of commercials is broadcast to a system user  
within the plurality of system users with the demographic information associated with the  
commercial.

~~during the commercial break simultaneously broadcasting at least two different~~  
~~commercials to at least two of the at least one system users.~~

3. (Original): The method of claim 1 wherein the multimedia information comprises at least one of: a multimedia file stored in memory and a live program received from a remote source.

4. (Currently Amended): The method of claim 1 further comprising the step of monitoring the at least one system user receiving the broadcast multimedia ~~presentation~~ information to create a listing of demographic information for a particular one of the multimedia information broadcasts.

5. (Original): The method of claim 4 wherein the step detecting a commercial break is performed for ad hoc commercial breaks.

6. (Original): The method of claim 1 further comprises the step of identifying one or more appropriate commercials based on the time available during and identified commercial break.

7. (Cancelled):

8 (Currently Amended): The method of claim 7 wherein the demographic information includes at least one of: age of the at least one system user, sex of the at least one system user, and geographic location of the at least one system user.

9. (Currently Amended): The method of claim 1 further comprising the step of querying the least one system user to provide the demographic information when the ~~connection~~ is established at least one system user logs onto the network server.

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10. (Original): The method of claim 1 further including the step of presenting an interactive component in the broadcast of the at least one commercial whereby additional information may be retrieved from the memory based on the at least one system user's response to the interactive component.

11. (Currently Amended): The method of claim 1 wherein the step of identifying the at least one system user comprises at least one of: reading the identification information ~~comprises at least one of: detected I.P. address~~ the at least one system user logged into the network server and receiving a login ID from the at least one system user upon logging into the network server.

12. (Currently Amended): A system for broadcasting multimedia information over a data network, comprising;

a network server device connectable in communication with to the data network, the network server configured to establish a connection with one or more system users which log on

to the network server over the data network and further configured to broadcast multimedia information to the one or more system user which are logged on to the network server to which at least one system user may connect, wherein the server device is configured to broadcast multimedia to the at least one system user over the data network;

a first memory configured to store identification and demographic information for the at least one system user;

said network server being is further configured to extract the identification information for each of the at least one more system user-users logged into the network server, whereupon a upon establishment which is then employed to search of a the at least one memory is performed to locate demographic information for the one more system users; and

the network server further including commercial storage from which commercials a second memory accessible by the server upon which is stored commercials which are transmittable which are to be broadcast to the one or more system users may be retrieved , wherein the network server is further configured to associate the demographic information with one or more of the commercials, and then broadcast the commercial to the one or more system user to which the demographic information is associated. to the at least one system user wherein the server is further configured to select and transmit at least one appropriate commercial based on the retrieved demographic information for the at least one system user during at least one detected commercial break.

13. (Currently Amended): The system of claim 1 wherein the data network is the Internet World Wide Web.

14. (Currently Amended): The system of claim 1 wherein the network server is further configured to broadcast the multimedia information to a plurality of system users

simultaneously and to transmit broadcast different ones of at least one appropriate different ones of the one or more commercials simultaneously to each of the plurality of of the one or more system users.

15. (Original): The system of claim wherein the multimedia presentation comprises at least one of: a multimedia file stored in a third memory and a live broadcast received from a remote location.

16. (Original): The system of claim 4 wherein the detected commercial breaks may comprise Ad HOC commercial breaks.

17. (Currently Amended): The system of claim 1 wherein the server is further configured to query the at least one system user for the demographic information when the one or more systems users are logged on to the network server. ~~connection with the server is established.~~

18. (Currently Amended): The system of claim 1 wherein the server is further configured to present an interface through which the one or more system users logged on to the network server may select the multimedia information to be broadcast to the one or more system users ~~a plurality of multimedia programs are selectable for broadcasting over the data network.~~

19. (Original): The system of claim 1 wherein the server is further configured to select the appropriate commercials to be broadcast based on time available during the detected commercial break.

20. (Cancelled):

21. (Original): The system of claim 1 wherein the server is further configured to include interactive elements in the commercials at least one appropriate access and transmit upon detected selection of the interactive element by at least one system user accessing the second

database to broadcast additional information to the at least one system user.

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